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"The sweetest profit story ever told"
is the theme of one of the most important cooperative promotions ever launched in this industry. For a complete presentation on

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... see page 27

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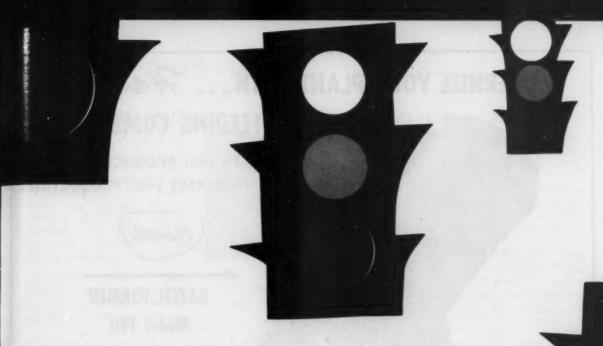
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candy business

Vair new ARC president

Howard Vair, head of the Vair-E-Best Candy Company of Detroit, has been named president of the Associated Retail Confectioners of the United States. Vair has been 1st vice president of the ARC for the past two years, has served on the board of directors, and has been a member since 1938.

ION



Vair-E-Best Candy Company is in many ways a unique operation, specializing in confectionery for weddings. It ships throughout the United States and to many foreign countries.

Smith Bros-Cracker Jack deal

Smith Brothers and Cracker Jack are working a combination consumer deal, with a package of Cracker Jack fastened to the back of a three-pack of Smith Brothers products. The Cracker Jack will be free with the purchase of the Smith Brothers merchandise. Packs of Black, Wild Cherry and Fruit Flavor cough drops will be used. Network television, spot television and national magazines will be used for promotion.

Richardson adds buttermints

Butter mints have been added to the Richardson line for the first time. They will be packed identically for wholesale and chain distribution. It is the first addition to the Richardson mint line in five years.

Brach plans record ad schedule

E. J. Brach will include full color newspaper ads in its fall schedule in 51 markets. All papers will provide local merchandising helps to tie in with the schedule. The heaviest advertising will continue to be in Life, with four color pages. Display material will be provided to tie in with each ad, and a "store display kit" is planned.

Hentz NECCO marketing chief

Gordon P. Hentz has been appointed director of marketing for the New England Confectionery Company. He was formerly eastern sales manager of the Norge Division of Borg Warner Corp.

Candy sales resume climb

Sales in May were 9% above a year ago, and for the first five months are up 4%. Thus sales figures again are on the increase after the only drop below year-ago figures in April.

The three west coast states and five mountain states are the only areas not participating in the industry increase, with heavy decreases in May. They are now running below their 1957 rate for the first five months.

Chocolate manufacturers registered their first substantial monthly increase, 20%, in May putting them ahead of their pace of last year.

7	Estimated of current and compa	month	Estimated sales year to date		
Item	May 1958 (\$1,000)	May 1958 from May 1957	5 months 1958 (\$1,000)	Percent change from 5 month 1957	
Confectionery and competitive cho late products, estimated total BY KIND OF BUSINESS	. 74,307	+9	449,433	+4	
Manufacturer-wholesalers Manufacturer-retailers ^a Chocolate manufacturers	. 8,351 . 7,775	+8 +7 +20	343,190 52,017 54,226	†4 †6 †2	
TOTAL ESTIMATED SALES (MANUFACTURER-WHOLESAL BY DIVISION AND STATES	ERS	. 14	41.004	Kin	
New England Middle Atlantic N. Y. and N. J.	. 18,255	+14 +8 +10 +3	41,034 107,590 61,736 45,854	+0 +2 +2 +4	
Penn. East North Central III. Ohio and Ind.	. 23,891 . 21,035 . 2,050	+10 +11 +10 +10	131,598 115,337 10,795	15 14 13	
Mich. and Wis. Vest North Central Minn., Kans., S. Dak., and Neb Iowa and Mo.	. 1,684 r. 984 . 700	+12 +9 +18	5,466 9,450 6,239 3,211	+17 +19 +12	
Md., D. of C., Vir., W. Vir., N. C. and S. C.	. 1,138	+3	15,501 6,625 8,876	+4	
Ga. and Fla		-6	7,191	+4	
West South Central Arks., La., Okla., and Tex		+8	11,169	+11	
Mountain Ariz., Colo., Idaho, N. Mex., and Utah		-6	2,217	-2	
Pacific	. 2,260	-19 -12 -11	17,440 13,856 3,584	=1	

	May 1958		Pounds	(1,000) Percen	t	\$1,000) Percent
Type of product	Pounds (1,000)	Value (\$1,000)	1958	from 1957	1958	from 1957
TOTAL SALES OF SELECTED ESTABLISHMENTS Package goods made to retail:	91,140	34,550	526,076	+1	209,053	+3
*1.00 or more per lb. \$.50 to \$.99 per lb. Less than \$.50 per lb. Bar goods Bulk goods 5¢ and 10¢ specialties	1,651 7,121 16,303 43,735 12,561 9,769	1,587 3,838 4,175 17,684 3,234 4,032	18,157 44,863 79,554 259,248 77,679 46,555	+8 -12 +4 +1 -2 +8	20,689 23,657 20,347 104,807 20,151 19,411	+3 +4

¹A selected group of large manufacturer-wholesalers and chocolats manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.

*Less than 0.5 percent change

Data is from "Confectionery Sales and Distribution", U. S. Department of Commerce.

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Golden State Angel-Whip improves shelf life and reduces cost

PROVE it in your own plant. Test Golden State Angel-Whip in your products. Compare results (and costs) with your present formula.

You'll find that pure white Angel-Whip gives you the advantage of increased shelf life...makes mixes shorter, more tender. This high quality dairy ingredient replaces up to 50% of egg white solids or other whipping agents at lower cost:

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Exclusive Distributor:

R. G. Moench Company

89 TERMINAL AVENUE, CLARK, NEW JERSEY



QM awards for fall delivery

These contract awards from the Quartermaster Corp were made on the basis of specifications in competitive bidding, and include delivery to contract packagers.

Charms Co.

Starch jelly candy, 111,-240 lbs., @ \$.2075, Total, \$23,082.30

Melvin Sosnick Co.

(for Peter Paul Factory) Caramel candy, 83,970 lbs., @ \$.269-.299., Total, \$22,968.63

Caramel candy, 27,135 @ \$.30., Total, \$8,140.50

(for Chiodo Candy Com-

Hard candy, 82,380 lbs., @ \$.2699., Total, \$22,-234.36

Hard candy, 6,060 lbs., @ \$.2697, Total, \$1,634.-36

Heller Candy Co.

Hard candy, 71,610 lbs., @ \$.2449., Total, \$17,-537.29

Hard candy, 65,460 lbs., @ \$.2449., Total, \$16,-031.15

Bradley Mfr. Co.

Starch jelly candy, 20,-700 lbs., @ \$.2125., Total, \$4,191.75

Norris Candy Co.

Hard candy, 15,450 lbs., @ \$.24., Total, \$3,708.00

Imperial Candy Co.

Starch jelly candy, 47,-910 lbs., @ \$.175., Total,

\$8,384.25

Baldi Candy Co.

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write any,

ech-. Or Panned candy, 94,260 lbs., @ \$.3925., Total, \$36,977.06

Newark Packing Co.

Salted, shelled, mixed nuts, 289,968 lbs., @ \$.657-.693, Total, \$194,-867 94

New Murdock's in Dayton

Murdock's of Dayton has opened their third store in the city at a new shopping center.

Vendors average 3.33% gross

According to a survey for the National Automatic Merchandising Association, vending machine operators averaged 3.33% gross profit on operations in 1957. The same survey indicated that merchandise cost \$58.13 for each \$100 of sales, operating expenses were \$39.46, leaving an operating profit of \$2.41.

Clinton Houseboat Party

The annual Clinton House Boat Party for the members of the Candy Production Club of Chicago produced these pictures of a carefree weekend.



Bob Wallicker-Clinton, Laurie Wellard-T. M. Duche, Bud En-zer-Erickson's Sales and Guy Courtney-Sinclair Brokerage.



-Williamson, R. Wagner-Clinton, Del Belcher Rollie Rolleston Bunte-Chase and A. C. Junge-Clinton.



H. Nickelsen-Clinton, E. D. Cottrel-Clinton, E. V. Wellard-T. M. Duche and John G. Johnson-Walter Johnson.



-Clinton, Grant Ferago-Frank Puch-Primrose, R. Jurges Master Paper Box and Bill Iverson



Winter and Summer ...

more and more people are reaching for confections with coatings made with Durkee's Paramount

Successful confection manufacturers are specifying coatings made with Durkee's Paramount for greater year 'round customer satisfaction. You'll find that coatings made with Paramount vegetable hard butters give your product real eye appeal...real taste appeal.

Ask your regular supplier about coatings made

with Durkee's Paramount—available in varying degrees of hardness to meet specific requirements of all types of confections, all types of climate conditions—Winter and Summer. Durkee's trained specialists will be glad to show you how best to use Paramount coatings for your own operation.

Coatings made with Paramount are famous for:

- High Gloss Retention Greater Bloom Resistance
- Greater Stability Longer Shelf Life Year 'Round Top Performance

DURKEE'S PARAMOUNT

LOUISVILLE, KENTUCKY . CHICAGO, ILLINOIS . BERKELEY, CALIFORNIA . NEW YORK, NEW YORK





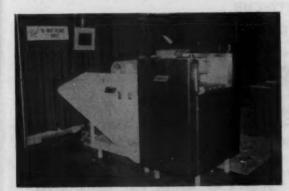
Center is Mr. and Mrs. Bob Schaeffer of Kraft Foods flanked by Frank Voyda and Harry Best of Anheuser Busch.



Rod Grace of Greer with friends from Canada.



Herb Knechtel of Knechtel Laboratories, Dick Fern of Fernwood Candies and Ray Owens of Seymour Foods.



This is the Greer Nut Spreader, a newly developed machine shown for the first time.



HOW TO SALVAGE SCRAP CANDY

(Revised Edition)

By Wesley H. Childs

Tells how you can re-use scrap candy ingredients without loss of value. Also, how you can reconstitute the raw materials to perform primary functions in first-grade goods. This booklet has chapters on

- 1. HARD CANDY
- 2. CHOCOLATE-COATED PIECES
- 3. GUM and PAN ROOM PIECES

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for August 1958 - 9

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the Manufacturing Confectioner

with International Confectioner

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August 1958 Volume XXXVIII—Number 8
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The sweet and the sour

We read that Bill Duck has really scored in the consumer press. The Milwaukee Journal reports the following news item in its April 26th issue:

"Lancaster,Pa.—AP—In the near future mom won't be troubled with sticky furniture or sticky children. William Duck, a research chemist at Franklin and Marshall College, reports the latest development in the candy industry—a lollypop that isn't sticky."

We hope that Bill, and the rest of the industry, can soon live up to this bold statement and significant technological advance.

Daniel A. Chapman, ambassador of Ghana to the United States, spoke very effectively at the NCA convention on the long range prospects for cocoa. He indicated his realization that the present prices of cocoa cannot operate for the good of growers, and that Ghana expects the price to average somewhat lower than the present level.

By way of emphasis on the competative place of chocolate in our industry, the NCA presented Chapman with two large boxes of candy, one all chocolate items, and the other all non-chocolate.

oner

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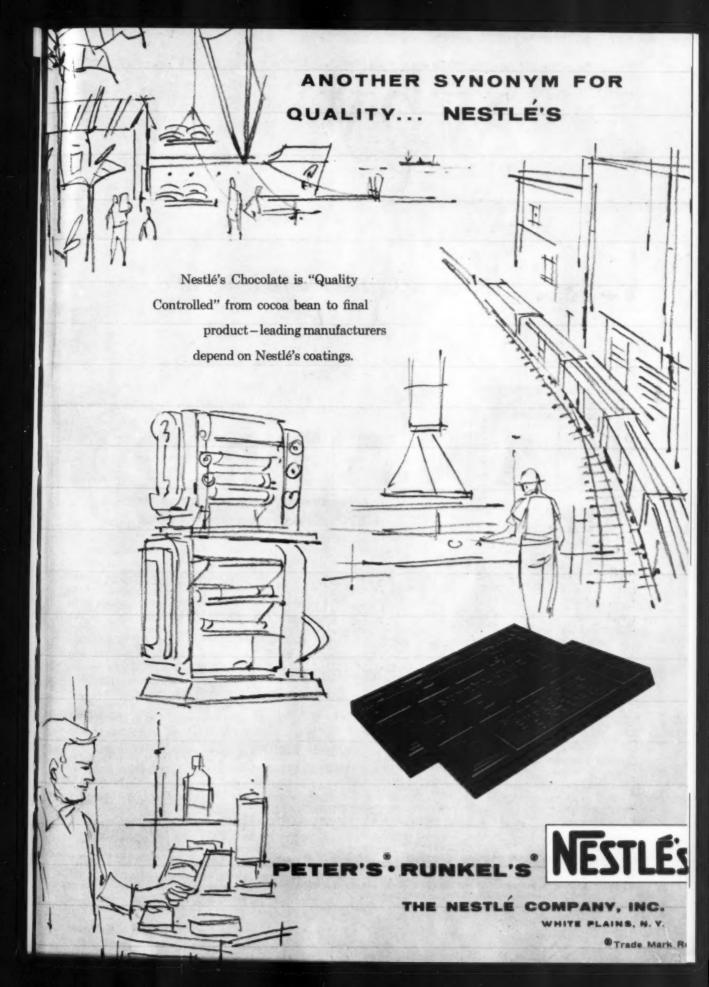
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the Manufacturing Confectioner

August, 1958

Volume XXXVIII-Number 8

Prevention of staleness and rancidity in nut meats and peanuts

andy bars containing tree nuts or peanuts constitute a high percentage of total commercial sales. Examples are solid chocolate bars containing almonds or peanuts, nougat containing peanuts or almonds either plain or chocolate coated, and many other types. The candy industry also uses nuts and peanuts with a sugar coating and as toppings on various types of candy. The estimated usage by the industry in 1956 amounted to 154,690,000 pounds of peanuts valued at \$30,791,000 and 36,657,000 pounds of almonds and other nuts valued at \$30,993,000.

Unfortunately, the shelf life of these confections is limited due to the development of rancidity, staleness and sogginess in the nuts and peanuts. This again depends on climatic conditions; high temperatures and humidities greatly accelerate the development. Roasting also accelerates rancidity development; thus, almonds and peanuts are fairly stable when raw, but will develop rancidity at a rather rapid rate after roasting. Other nuts, such as pecans and both English and black walnuts, will become rancid when stored in the raw state at moderate temperatures (60F-70°F) and higher. For long shelf life, it is necessary to store these nuts under refrigerated conditions.

The shelf life requirements of ration foods for the Armed Forces are that they be edible and acceptable after 6 months' storage at 100°F or two years storage at 70°F. These requirements BY H. B. COSLER

Quartermaster Food and Container Institute

would eliminate candy and chocolate bars containing nuts or peanuts unless some method was found to protect the nuts and peanuts from moisture absorption and rancidity development.

The writer, prior to coming to the Food and Container Institute in 1951, had experimented with coatings on candy and candy coated nuts, using zein, a protein derived from corn that has many of the physical characteristics of shellac, including solubility in alcohol. Shellac, in a special type of alcohol solution known as "confectioners glaze", is permitted by law to be used on confectionery, provided that the shellac coating does not exceed 0.4 percent of the total weight. The experiments conducted by the writer, with zein as a replacement for shellac, were made shortly after it had been commercially produced on a small scale. At that time, the zein had a rather unpleasant odor and taste and, when dissolved in alcohol, had a tendency to form a gel after standing a short time. However, the possibilities of developing it as a coating to replace confectioners glaze (shellac) were realized. Its advantages were primarily that it was an edible, nutritive protein and could therefore be used without limitations as to the amount.

EDITORS NOTE This paper was given before the annual meeting of The American Association of Candy Technologists, San Francisco, July 7, 1958.

Wih the advent of World War II, further work on these coatings was discontinued. Realizing the importance of increasing the stability of nuts and peanuts in confections for rations, the writer renewed the work at the Food and Container Institute. Meanwhile, the producers of zein had improved it as to odor, taste and stability in solution. In the spring and summer of 1951, when ration candies were made and assembled for storage testing at the Georgia Agricultural Experiment Station, one series of peanut roll bars was made with roasted peanuts which had been coated with zein and an added antioxidant, and another series was made with the same lot of roasted peanuts which had not been coated. Results of the storage tests covering a two year period did not show any significant advantage of the coated peanuts over the uncoated. There were a few comments by the testers that the coated peanuts were more crisp than the uncoated, but the difference in taste ratings was not significant. These results have been published.

It was realized that the zein coating alone on nuts or peanuts was unsatisfactory in two respects: first, the coating was very brittle and chipped off in handling, and second, although zein provided a good oil barrier, it provided only a partial moisture vapor barrier. Experience has shown that nuts and peanuts become stale more rapidly with the absorption of moisture. The ideal coating mixture should contain zein to prevent oil transfer, a plasticizer for the zein to prevent cracking and breaking, an edible material which would retard moisture vapor transfer, and an antioxidant to prevent any oxidation of surface fat; all of these ingredients should be soluble in alcohol.

To develop such a combination of edible materials was not simple. A mixture was made of zein, and stearic and oleic acids (to provide a moisture vapor barrier and to plasticize the zein coating). The objection to this mixture was that at room temperatures the stearic and oleic acids in the desired concentrations were not soluble in alcohol; the mixture had to be kept agitated to emulsify or be warmed to about 115°F at which temperature the acids were soluble. Either was an inconvenience for commercial application.

Further research was made to find a more satisfactory material than the stearic and oleic acids. Mono and diglycerides were tried, but they also remained in suspension in the alcohol zein solution. The recently developed acetylated glyceride were then tried. Acetylated glycerides are glyceride esters of saturated higher fatty acids wherein acetyl radicals have replaced one or more of the higher fatty acid radicals. They are prepared by reacting acetic anhydride with a saturated higher fatty acid such as stearic acid or palmitic, at a temperature of about 230°F. They usually have a melting point of above 100°F, are water insoluble, are extremely resistant to oxidation and have a high degree of plasticity. Studies have been under way by qualified pharmacologists and nutritionists for the past four years to establish proof of edibility and final results are expected in the very near future. Indications are that they will be nutritionally acceptable. One acetylated glyceride in particular, which was high in aceto monoglyceride and low in the diglyceride, seemed to be the most satisfactory for use with the zein coating. It was soluble in the alcohol zein solution at room temperature in the desired concentrations. It had an additional advantage in that it decreased the viscosity of the solution and also increased the tensile strength of the coating. The combination of zein and the acetylated monoglycerides was ideal as the latter is bland in taste, will not develop rancidity and is very flexible in texture, thus off-setting the brittleness of the zein. In the coating, the zein provided the oil barrier and the acetylated monoglycerides provided the moisture barrier. An antioxidant was also added to the coating solution to prevent oxidation of any oil which might have migrated to the surface either prior to or during the coating process. The antioxidant used in these tests was a combination of butylated hydroxanisole, Nordihydroquaiaretic acid, and citric acid.

Experimental work was started to determine to what extent the new coating would prevent or retard the development of rancidity, staling, and sogginess in nuts and peanuts. Pecan pieces were coated with enough of the combination coating to give approximately a one percent coating. A panel of seven people familiar with rancidity was selected to taste-test the pecans. Both coated and uncoated pecans were put in loosely covered jars and then placed in the 100°F storage room for an accelerated test. After nine days, there was no change from the initial condition in either. After 26 days, the coated pecans rated as high as they had initially, and comments were that the nuts were sweet and crisp. The uncoated pecans were border-line in acceptability, with comments of sogginess, rancidity, and bad after-taste. After 35 days, the coated had not changed while the uncoated had dropped far below acceptability. Further testing of the uncoated pecans was then discontinued. The coated pecans were tested again after 50, 70, and 84 days, and the comments were that the nuts were still sweet and crisp. At the 70 and 84 day tests, there were comments that the flavor was weakening. Afer 84 days, the pecans were removed from the 100°F room and kept at room temperature. They were tested at three, four and six months after removal and were still crisp with no evidence of rancidity. The only unfavorable comments were that the pecan flavor was weakening. The total elapsed time was approximately three months at 100°F storage and six additional months at room temperature; a total of nine months. But, after less than one month at 100°F, the uncoated pecans were unacceptable. The same test was repeated on pecan halves with results closely corresponding to the above test on the pieces.

English walnut pieces were coated with enough of the zein acetylated monoglyceride antioxidant solution to give an approximate one percent coating. The same panel of seven people taste-tested these. Both the uncoated and coated walnuts were

Make your candies the center of attraction Use

BEST FOODS OILS

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Your sales will center about your kisses, taffees, nougats and other chewy candies when you make them with Best Foods oils.

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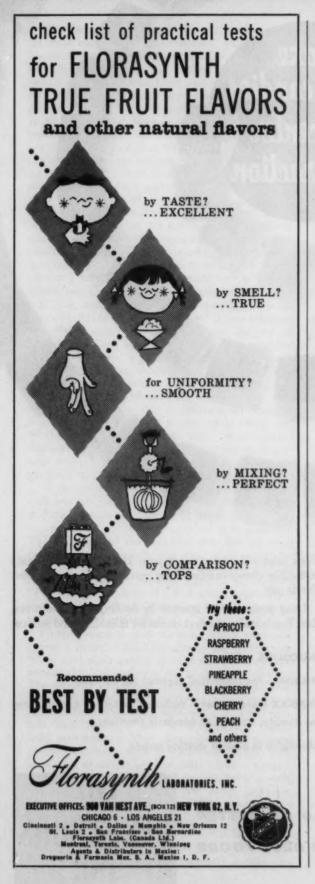
S-70-XX Hard Butter — exclusive, patented and uniform in quality; controlled low-melt fractions.

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put in loosely covered jars and placed in the 100°F room for storage studies. After seven days, both rated the same. After 17 days, the odor of rancidity in the jar containing the uncoated walnuts was very strong. The panel graded them much lower than it had initially. The coated walnuts graded high, with comments that they were fresh and crisp. The odor and taste of the uncoated nuts became progressively worse, and tests were discontinued. After two months, the coated pieces rated as high as they had initially, with continued comments that they were crisp and sweet. They were removed from the 100°F room after two months and were stored at room temperature. Tested after three and five months at room temperature, they were crisp and showed no evidence of rancidity. Total elapsed storage time was two months at 100°F and five additional months at room temperature.

Black walnut pieces were coated with an approximate one percent coating of the mixture. The panel judged them as barely acceptable initially. It was apparent that black walnuts are not wellliked alone, but only as flavor in foods; therefore, on future tests, they were judged by odor only. After seven days at 100°F, the uncoated black walnuts had a very rancid odor. After one month, the rancid odor was disagreeably strong. The coated black walnuts retained their characteristic black walnut odor with no evidence of any rancidity at each test period up to four months, at which time they were removed from the 100°F storage room.

Freshly roasted and blanched Spanish Peanuts were coated with approximately one percent coating. Loosely covered jars of both coated and uncoated peanuts were stored in the 100°F room for accelerated testing. After one month, a small panel of six testers judged the uncoated peanuts as soggy, rancid and unacceptable. The coated peanuts were crisp and sweet. After six months at 100°F, the coated peanuts had no rancid odor nor taste and were still crisp. At this temperature, the peanut flavor gradually weakens, and after pro-

longed storage, it almost disappears.

Freshly roasted but unblanched (red skins) Spanish Peanuts were coated with approximately one percent coating. Loosely covered jars of coated and uncoated peanuts were held at room temperature. Storage months were March, April and May, and temperatures in the room varied from 65° F to 75°F. At times, the humidity was very high. After one month, the difference in taste was not pronounced. The uncoated peanuts were slightly stale and not as crisp as the coated. After two months, the uncoated were stale in taste and slightly rancid. The coated were crisp and fresh. After three months, the uncoated were stale, rancid and unacceptable, while the coated were crisp and fresh with no evidence of rancidity.

Part of the above fresh lot of Spanish Peanuts. both coated and uncoated, was mixed with sweet enriched chocolate as used in ration bars. This bar is composed of sugar, nonfat milk, chocolate

Continued on page 39

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more precise uniformity than your eye can measure

Shade, pure-dye strength and composition of National Certified Food Colors are precisely standardized for unfailing uniformity in use.

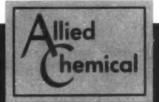
For every color and blend "color-coordinates" are established against which all subsequent lots are checked. This is done with the spectrophotometer, a device far more precise than the human eye.

As a result, no ingredient you use in your product is more unvarying than National Certified Food Colors. We will gladly put our well-equipped laboratories and 50-years' experience to work on your color formulations or re-formulations. A call to our nearest

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the Man from Blumenthal makes sweet music...





The sweetest music in the world is the sound of the cash register ringing.

And once you listen to the Man from Blumenthal's lyrics,

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Pick up speed—call your man from Blumenthal today!



BLUMENTHAL BROS. CHOCOLATE CO. • MARCHET AND DAMES STS., PRILABELPHIA 37, PA.
Chocolate coatings, flavorings and quality chocolate products for the confection, baking and ice cream industry



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AGING AND MAI

First impressions of the confectionery industry

Douglas Steinberg, new assistant president of the National Confectioners Association, emphasizes the urgent need for a strong and effective industry public relations program

oday marks exactly one month and 10 days that I have formally been a member of the confectionery industry. However, since April, I have spent many hours reading, absorbing and listening to all the information that I could glean about the industry and the National Confectioners' Association. In this period of time, I have formed some first impressions which I should like to share with

My impressions would necessarily be superficial if I had gained them simply by communing with myself. Luckily, I have had opportunity to listen

to many wise men in the industry.

And as I learned more and more about the past, present, and indicated future of the industry, a number of concepts fell into line-concepts that engendered enthusiasm in a cautious, conservative mind accustomed to all the qualifications that must be dealt with in order to move from a negative? position to a positive approach to the problems at

Now, I did not select the theme "First Impressions of the Confectionery Industry" because it was pleasantly innocuous. I selected it because I hope to convey to you some views of one who comes to your business with no background in candy, no preconceived notions, no ingrained philosophy that certain things can't be done because they have never been done before. My purpose is to put before you my unbiased and frank first impressions.

Since industries, like companies and associations are primarily people, I would like to start with an impression of that all important human element. It has been interesting and good to find that the lumber industry, with which I was formerly associated, hasn't got a corner on the last of the rugged

individualists, those free enterprise American businessmen who made this country what it is today. No sir, not by a longshot! That same type of valuable American is very much evident in the candy industry today. One has but to meet and know the Vic Gies, the Harry Chapmans, the Bill Brocks, the Vic Bonomos, the Charlie Dickmeyers, the Phil Clarks and the Neal Dillers and all the other progressive, independent minded principals to know that here indeed is an industry composed of the modern prototype of the American pioneer.

What's more, these busy men and many more like them are willing to give of their valuable time to promote a bigger, better and more effective confectionery industry. They are working for the good of the whole through the National Confectioners' Association. Such is the stuff from which this country grew. Such is the stuff which will keep this candy industry progressing as a valuable business segment of this country!

This first impression of candy people has become

La solid conviction.

Next, an impression about the industry. Mr. Justice Oliver Wendell Holmes once said, "The great thing in this world is not in so much where we stand as in what direction we are moving." I see the confectionery industry standing on the threshold of unprecedented growth with resultingly greater sales, higher per capita consumption, rising productivity, greater technical progress and an increasingly important position in the vigorously expanding food field.

A clock in the Department of Commerce in Washington, D. C. ticks off the rate of population increase in the United States and the hands recently pointed to the 174 million mark. This amounts to 24 million more people in the country than at the time of the 1950 census. The increase is currently running at the rate of 3 million annually, which is equivalent to adding a new state the size of Minnesota or Tennessee every year. Every 15 minutes, for example, enough babies are born to fill a schoolroom, and they all come into the world with a liking for candy.

By 1968—ten years from now—there will be at least 200 million Americans, and by 1975, the total will be 225 million or more. Now population growth is, of course, gradual and long range—not an overnight development. It points to bigger markets in the future, as more people with more wants make

their demands felt.

But, by itself, a big population does not guarantee prosperity as the teeming millions in China and India show. Nor will an enlarging population base in the United States automatically assure a prosperous confectionery industry. As the tidal wave of boys and girls in the 5 to 19 group begin to hit the economy in the next few years, we must not take for granted that they will automatically continue the patterns of candy buying which have existed in the past. We must be constantly alert to changing consumer preferences, changing tastes and buying and eating habits. Let's not forget there is going to be a constant stream of new, unheard of food products to woo the new generation. This competition will be in addition to the stepped-up merchandising programs in behalf of soft drinks, phonograph records, toys, sporting goods and all the other commodities, food and otherwise, that are today competing for the teen

These same factors will affect another of candy's major markets—the mothers of these children and

teenagers in the growing up stage.

The confectionery industry must start preparing now if it intends to meet the challenge of tomorrow. It must plot its thinking and its operations on an expansionist scale commensurate with the tremendous potential of the market that is here for the taking.

How can this be done?

Ladies and gentlemen, I wish I had the clairvoyant powers to come up with the answers all worked out in a convenient formula. Unfortunately, it is not that simple.

However, here are some first impressions of what we can do to assure our future growth and well-

being.

We have a product conducive to promotion. There is a continuing need for first-class national merchandising and promotion of candy lest substitute products or tired-blood pills and mystic hormones from the laboratories sweep candy from its markets—the American home and the American on the move.

We can't be satisfied with traditional volume and usual profits. We must be like the relatively new president of the Campbell Soup Company. Although Campbell's did 80 to 90 per cent of the soup business in the country, President Murphy decided to do more than be satisfied with tradition. He took a look at this market. And what did he do? Why, he came up with frozen soup. That was the first time anybody had done it. Here was an entirely new, convenient product which retail stores with their refrigerators, deep freezers, and refrigerator trucks could easily handle. The price was right, women loved it and the market was greater. As a result, Campbell's volume increased and so did their profits.

Not long ago, Red Motley, President of Parade Magazine and a nationally known sales authority, told me, "Too many people in business assume that people need what they have got. People may, but that's not important. The importance is the want created. You're in the business not of fulfilling people's needs, you're in the business of

making them want what they need.'

Let's make people—all people, not just children and teenagers, but adults as well, want candy—want candy so badly that they will be unable to do without it. Let's make them want what we know they need! Let's tell everybody that in these days of high tension living, you need high energy food—candy. Let's tell Mrs. Homemaker that in these days of the quick-mix food for meals, we have a ready, no-need-to-mix, convenient, low-cost, ready-made dessert—energy packed candy. Let's drum home the thought, "Save work—get candy for dessert."

Let's not forget the thousands of markets outside the home itself. For instance, let's tell the millions of fishermen, when you buy your flies and hooks, buy candy, too. You'll need its energy producing vitality to row that boat, hike that mountain stream. Tell them it's convenient, it's ready, it's inexpensive, and it could make that difference when hauling in that "real big one."

Let's take a leaf from the book of the successful coffee people by telling Mr. and Mrs. America to eat candy, an "Instant Treat." Let's generate additional business with some catchy, selling themes

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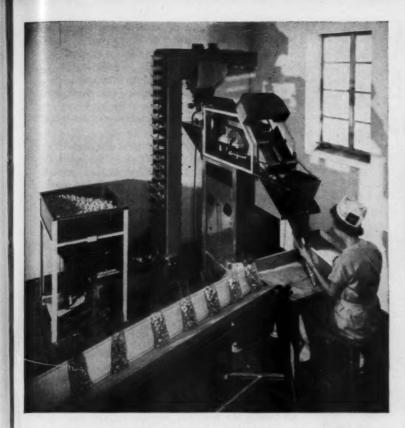
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like "Energy Galore-Eat Candy More."

Let's not ignore the weight, complexion and teeth bugaboos. Let's face these issues head on, but let's do it with a constructive informational program telling our side of the story. For instance, I clipped a syndicated article from a recent issue of the Chicago Daily News. It was three columns wide, 12 inches long and in bold, big type the headline screamed "Train Yourself to Avoid Sweets." It featured an interview with, and a photograph of, Joan Crawford, now Mrs. Steele, wife of the Chairman of the Board of the Pepsi-Cola Company. I'll only quote a few pertinent lines from this article in which Miss Crawford said, "I used to be tempted by rich cake or candy, but I've given them up. And the less I have of sweets the less I want them." To top it all off, Miss Crawford went on to explain that her husband needed extra vitamins in meat and potato meals and she finished her comment by saying "Both of us believe in eating for energy." Millions of women from coast-to-coast read that article and saw that damaging headline. Millions of women were led to believe meat and potatoes produce energy but not a word about candy's



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Sweet and Gentle...The Story at Wayne Candies

Wayne Candies, Inc. Fort Wayne, Indiana, recently installed a Wey-Mor automatic weighing and bag-filling machine to provide gentle treatment to a wide variety of candies. The equipment is used to handle items Wayne manufactures as well as those it re-packages under its own label. Some of the items handled on the Wey-Mor include Flavored Puffs, Cinnamon Imperials, Rum & Butter Toffee, Pineapple Slices, Rainbow Mints and a wide variety of other items.

Since installing the equipment, Wayne Candies has increased its production enough to save 10% on bagging costs and has reduced material losses by approximately 50%.

Extremely smooth, fast delivery is particularly important to assure perfect package appearance of a fragile candy like Wayne's Flavored Puffs. Wey-Mor meets all requirements because it features a vibratory feed along its entire length, not just at the bulk and dribble point. This eliminates friction and breakage of the candy.

Wey-Mor will be a "sweet" addition to your packaging operation! See how it can improve your product's appearance and cut your production costs. Write for full information.



Write for Illustrated Wey-Mor Folder that demonstrates true flexibility in production-line weighing.



Close-up shows detail of Lynch Wey-Mor. Vibratory feeder brings product forward to the bulk (2 outside channels) and dribble (center channel) point. Machine is quickly adjusted for any amount from 8 to 16 ounces... automatically discharges when proper weight is reached.



Wayne's packaging team includes a Lynch Robo-Lift which is synchronized with the Wey-Mor scale to assure a steady flow of candy. One girl keeps hopper filled, one handles filled bags, one labels them and another cases the finished product.



These are among the items Wayne Candies, inc. packages with their Wey-Mor Automatic Weighing Machine: Flavored Puffs, Cinnamon Imperials, Rum & Butter Toffee, Pineapple Slices and Rainbow Mints are among the hundreds of varied items bagged on this high speed machine.



FAMOUS PACKAGES

using SWEETONE Protective Papers



DECOPAD enhances the interior appearance of the package and gives maximum PROTECTION.

We maintain a special department to cut, die cut and emboss DECOPAD to your specific requirements.

WRITE TODAY for a new folder containing actual samples of our complete line of Sweetone Paper Products for manufacturing confectioners including:

GLASSINE PAPERS
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CHOCOLATE DIVIDERS
BOAT AND TRAY ROLLS
LAYER BOARDS
DIE CUT LINERS

CANDY BOX PADDINGS

George H. Sweetnam, Inc.

282-286 Portland Street, Cambridge, Mass.



Representatives in Philadelphia, Detroit, Chicago, Dallas, New Orleans, Oakland, California and Seattle, Washington energy producing capabilities. The net result was a big black eye for candy.

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Lasting opinions are formed from just such articles, and we simply cannot discount the damage they do to candy sales. We must retaliate with a constant stream of constructive news stories which will result in headlines and endorsements which will benefit sales. The educational process must be a continuing one.

There are innumerable examples of competitive sharpshooting at candy. My 12-year old son tells me of the television program for children which has a constant commercial saying "Don't eat candy between meals—eat apples instead." That idea implanted in young, pliable minds can last a lifetime.

CBS Cowboy Singing Star Jimmy Dean, after singing song, "There's Only One of You," which starts off, "There must be 99 kinds of candy bars," told his millions of viewers from coast-to-coast: "That's called the calorie song." Does that help sell candy?

Then there's the Sunsweet box of dried peaches or apricots that has a prominent label saying "Eat 'em like candy." It then goes on to say, "These are a wholesome natural confection."

From these and many other examples, I have gotten a first impression that the competition is hammering hard to take away our markets. I have a like first impression we aren't going to let these markets go by default.

In taking the initiative against market competition, it is often a good idea to make temporary use of the role of "The Devil's Advocate." You devote all your thinking at first, even though you don't believe it, to support the other side of the case. Out of that, you build your defense—and since a defense is seldom effective, you go from there and build your offense.

This principle applies, I believe, not only in legal strategy but in all business philosophy. "What has the other fellow got that I don't have" is the first question. You read his high powered advertising program. You know more than the public does about what he is "up to." You know he has an inch on his side—but that he has taken a mile, in extravagant claims.

But you know also that "truth, crushed to earth, will rise again." Perhaps, in that old-fashioned line is the essence of the modern opportunity for effective merchandising of a product of integrity and of benefit to all Americans from the cradle to the grave—a product perhaps that can even postpone the grave. Perhaps it is not too far-fetched to suggest that we might even be able to prove that "postponement of the grave" part—with properly gathered evidence.

We have only to look at the counter attack launched by the tobacco industry against the damaging blows made against it. If those who sell a "harmful habit" can be successful in spite of certain scientific evidence and a barrage of harmful publicity, then I propose that the sky is the limit for those who are selling the wholesome necessity of candy in the most advanced civilization on earth, characterized by a "sweet tooth" from the

most healthy babyhood on earth to the most contented elderly generation on earth.

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My biggest dictionary tells me that confectionery is both a business and an art. I was very pleased, as a newcomer, to read the word "art." But I also suggest, in view of what is ahead of us, that we enlarge the definition from "business" and "art" to "science."

I well realize that you are already operating as food scientists in an individual sense. But we have a new generation of science-minded consumers before us, and I believe that to make the proper impact in this world of tomorrow we must prove in one way right after another that candy is good for you.

Ladies and gentlemen, I am glad I did not come into the confectionery industry ten years ago or ten years from now. This particular moment is the moment I would have chosen. From what I have seen and judging from my past experience, I find that this industry is not unique in its problems, but it is unique in its opportunities.

In these difficult days, when all industry is beset by too many regulations, too much taxation, and woeful lack of economic understanding, the trade association is one of the most effective weapons in the struggle to preserve our free enterprise system. Those of us who are given the privilege of serving in any capacity to strengthen and vitalize the confectionery industry are contributing to a continuation of American business enterprise. We must resolve to exert our full influence to the end that the changes and modifications which are made in our American system from time to time will always be in the direction of our traditional way of life.

A strong, progressive industry deserves a strong, progressive association - nearly always these go hand-in-hand. A modern-day association can directly benefit your sales climate and do much to create a helthy business atmosphere. There is a dollars and cents reason for your belonging to NCA. These same reasons apply to all, including present non-members. Perhaps, they, however, regard associations like an Indiana preacher who said in a recent survey of ministers' salaries, "Most people want the preacher to live on earth and board in heaven." Similarly, non-members want the benefits an association can create but expect the association funds to "come from heaven." I hope, working together, we can convince everyone of NCA's earthly business values. In so doing, we can build NCA and its program of greater service to all confectioners.

I am grateful for the opportunity to serve this industry. I accept it as a challenge to furnish you with the best leadership that I can muster.

Ladies and gentlemen, the day is short, the work is great. Our job does not lie dimly in the distance but clearly at hand. I propose we shoulder it together—now. If we do the things that need to be done, my first impression of the confectionery industry and its potential greatness will have proved to be most correct.



Print-A-Tube Bag Company stars versatile

AVISCO CELLOPHANE

in a unique, new role for improved nut packaging



*A cellophane-polyethylene-cellophane lamination manufactured by Print-A-Tube Company, Rochelle Park, N. J. Nutmeats in the new CPC Bags sell better because they look better—bags stay clear, smooth, and give the product superior protection.

Here's one example of the many ways AVISCO cellophane can be tailored to the needs of the confectionery and food industries. Whether it's used by itself or in a lamination, nothing compares with cellophane for easy machinability and heat sealing. And in addition to being truly transparent, cellophane is completely resistant to grease, moisture and freshness-robbing air. The result is longer shelf life for your product and over-all lower package cost. Call your AVISCO salesman or converter representative and see how versatile AVISCO cellophane will meet your packaging requirements.

AMERICAN VISCOSE CORPORATION, FILM DIVISION, 1617 PENNSYLVANIA BLVD., PHILA. 3, PA.



CENCUES SEVENUE

peration Turnover is just one step, though a dramatic one, in the activities of a hard-working and enthusiastic committee of the National Confectioners Association. The Manufacturers-Distributors Relations Committee has formed a little over two years ago to promote better understanding between candy manufacturers and the many groups, both wholesale and retail, that channel candy to the consumer.

The committee first studied the many N.C.A. activities in this field over the past ten years. They went over the consumer promotions, advertisements, the "balanced selling" salesman's course, the film "Candy and Nutrition" and many other major and minor activities.

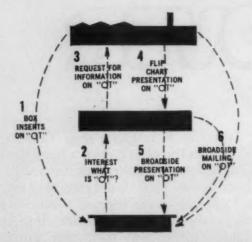
From this study, it was felt that the first important contribution to this greater understanding and cooperation would be a greater participation by manufacturers in meetings and conventions of the various distributor organizations. Members of the committee, individually and in groups, met and participated in conventions of several national and many state and regional groups.

From these conventions and many committee meetings and brainstorming sessions, a coordinated program evolved, of which the first major step is "Opera-

tion Turnover".

The tools of Operation Turnover

These are the tools with which to sell more candy



This diagram charts the coordinated pressure on jobbers and dealers, to put over candy's profit story.

asically, Operation Turnover is conceived to be a method of selling the profit possibilities of candy to retailers, through the candy wholesaler. The emphasis will be on the importance of display to candy selling volume, the fact that the great majority of candy sales are impulse sales and that sales are often in direct proportion to the display space given to candy.

The candy industry, collectively, is competing with many other industries in their battle for the interest and cooperation of retail and wholesale through which the great majority of candy must travel to the consumer.

Because of candy's great dependence on display and merchandising for sales, this dealer cooperation is of critical importance in order to maintain, let alone increase, the industry's volume. It is this very problem of

These are selected pages from the thart











The box inserts, printed two colors on both sides

dealer interest that Operation Turnover is designed to tackle.

The first step is already underway. Manufacturers are buying the box inserts by the million for insertion in the package that the retailer opens. They will be in the twenty four count bar cartons, the boxed candies cartons and other dealer packages.

These box inserts will all emphasize in some way the profit possibilities in candy, and carry the legend, "ask your candy salesman about Operation Turnover". After seeing this message in a number of boxes from many manufacturers, the retailer will eventually ask his jobber salesman about this program and what it means to him. Meanwhile, manufacturers' salesmen will be telling the jobber about this program, and offering to present it to his sales meeting with the use of a flip chart that graphically tells the story of "Display equals Turnover, which equals Profit".

It is hoped that if enough manufacturers

get behind this program, there will be enough pressure on every jobber to allow at least one Operation Turnover presentation via the flip chart to every jobber sales organization in the country.

The remaining tool in this program is a broadside display piece that explains the full story of the importance of display to candy sales volume. This is the piece that the jobber salesman can use to answer the dealers' question about Operation Turnover, and sell the facts of candy's high profit possibilities. All of these parts of the program continually tell the story of the reward for good display.

The success of this program will be almost directly proportional to the number of manufacturers who back it, and put pressure on both jobbers and dealers to hear the story of candy profits through display. It is open to both members and non-members of NCA, and the rewards of full participation with this cooperative promotion are fully available to every manufacturer.

n the thart presentation for jobber salesmen











Robert C. Daugherty, general sales manager of Robert O. Welch Company, was the committee chairman who guided this historic cooperative program to its present stage. Joe Callan, vice president of Kling Studios, Chicago, provided the merchandising experience and talent that put the needs of the industry into this concrete, workable program.

PUT "OT" TO WORK FOR YOU!

New Packages

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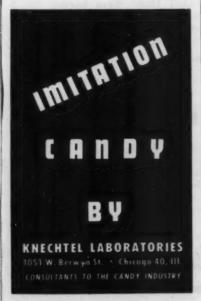
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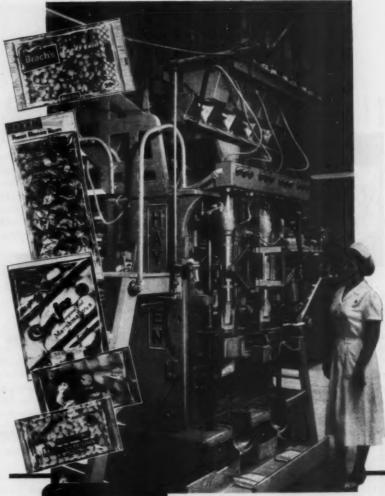


Necco's newest bar is this Caramel Marshmallow piece, with a marshmallow layer topped with caramel, and covered with sweet cocoa coating.



Fleer is again using their little man Mr. Halloween on their packages for large unit sales. The cartons have been redesigned with windows.





IT'S COMPAKE FOR Cracker Jack

"...the new Hayssen COMPAK fills our every need for accuracy, speed, production and has cut our packaging costs."

> Mr. Don Vater The Cracker Jack Co.

"COMPAK" will do the same for your packaging. That's the way it's built, that's the way it runs. Forms the package directly from roll stock. Fills the package to exact measure. Packages are hermetically sealed with straight cutoff. Perfect printed design register. Let our experienced packaging engineers help you with your packaging problems. Write us today for further information.

HAYSSEN

MANUFACTURING COMPANY . Dept. MC-8 . SHEBOYGAN, WIS.

first in Automatic Packaging Sinco 1910

Albany a Atlanta o Chicago o Dalles o Denver o Detroit o Houston o Jackson, Miss. o Kanasa City Los Angeles o Minneapolis o New York o Philadalphia o St. Louis o San Francisco o Montreal o Toronto

New Packages



Curtiss Candy Company is selling a new Marshmallow Animal Circus bag of grained marshmallow pieces moulded in animal shapes and a variety of colors. They are packed in 1½ mil poly bags printed three colors. The bags are packed in shipping cases printed three colors with the same circus theme.



Charms Company is distributing its Charms hard candy squares in a vacuum tins. They are lithographed 10 ounce key opening cans intended to retail at 29¢. The firm also distributes its sourballs and hard candy mixture in similar tins.



Peter Paul is using these two

new wrappers for their bars. The variation from the old is principally in the waving band of color across the face to give the design movement and greater size appearance.



Amend is using this poster to introduce their new item, a nickel pack of assorted spice drops.



Smith Brothers is using this new package featuring a black background for their new fruit flavored cough drops. The brothers have been brought together into a panel in one corner of the package.

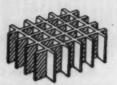
BORTS

DIVIDERS

BASE CARDS



"LINT FREE"



"LINT FREE" Base Cards, Dividers, Layers and In-

"LINT FREE" Preassembled nest partitions made on automatic machinery

"LINT-FREE" (hocolate & Coated Boards

All items either plain or H.T. Non Stick Greaseproof Treated. Available in pure white food board, glassine laminated, silicated solid wood pulp board, vanillin and anti-oxidant treated chocolate board, colored board and greaseproof laminated board. Base cards, trays, and boats for automatic wrapping equipment. Samples and estimates promptly given.

See us at Booth #5, NCA Exposition.

MURNANE

PAPER COMPANY

1510 N. KOSTNER AVE., CHICAGO 51, ILL. WRITE OR CALL COLLECT CAPITOL 7-5300

Consider the 100th sale too!!

ecently, the vice president of a medium-sized advertising agency remarked to me, "Yknow, Jim you design fellows are lucky. If anything goes wrong with the client's sales chart, we're the ones to get it the neck, not you."

How wrong he was! Perhaps in no other facet of selling to the public are more immediate results expected than when a manufacturer introduces a new line of packaging for his product or

products.

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Usually the new package design and/or corporate trade mark has been pre-tested for design elements, color, typography, shape or even the overwrap, if one is involved. These preliminary tests have indicated certain patterns which the designer translates into visual appeals, geared to the producer's marketing objectives. A good deal of money has been spent, not only for the new design, but for the new packages—possibly even to re-tool existing machinery to accommodate a new container.

All of this, to the manufacturer, represents a gamble. Unlike his advertising, it cannot be changed next week or next month if the public response is less than anticipated. A package design in depth is destined for the long pull. Nevertheless, immediate results are expected, and the designer has to keep the initial impact picture in mind, as well as the long-term view.

Through the years, I have seen literally hundreds of new products take a market by storm, only to fall by the wayside in a few short months, or to fall victim to a deluge of competitors who

soon outshine the original.

What was wrong? Many of these products, properly merchandised and packaged, could have continued a very active shelf life, instead of withering on the vine.

A package design as well as a trade mark, is an

BY JIM NASH
Jim Nash Associates, Inc.

extension of the company's promise to deliver certain goods in a certain way.

While in some cases the surface design may promise more than the contents deliver, this type of short-change packaging never fools anyone for too long a time. The legitimate manufacturer wants a package design which projects his sales message accurately, fairly and intelligently. Yet it must provide competitive advantages. It must combine the quality appeal of a flawless diamond with the hard-sell of a carnival hawker.

When a manufacturer arrives at a decision to re-design his packages he is altering something

very near and dear to him.

His package—and his product—are one in his mind. Ideally, he would like the consumer to feel as he does—that—his product is the best on the market and worth the money it costs. Translating those sentiments into a saleable package is the task of the market-oriented designer.

When you have created the critical third or fourth design presentation and have buttoned up the basic design philosophy care must be taken not to gild the lily. By that, I mean don't force the designer at this stage to "make everything a little larger." If this design platform is correct, the designer should be allowed to balance the design elements according to the dictates of his experience.

Packaging can pay off for you. First, however, you must realize that a sound design, or trade mark program, is geared to the future to win and hold the consumer's respect and franchise loyalty.

After a customer buys and uses your product, certain favorable associations are created in her mind, which in turn are passed along to the package design and trade mark.

It is because of this that a well designed package and trade mark will look as good to the customer on the 10th or 100th sale as it did on the first.





GLASSINE

for Packaging

Rhinelander Glassine and Greaseproof protective papers are *versatile*, and offer big advantages to candy makers:

- Attractive glossy appearance is combined with positive greaseproof protection.
- 2. G and G papers retard rancidity.

 Prevent staining.
- 3. Resist moisture (coated or waxed grades).
- 4. Fabricate and print easily.
- 5. Cost is reasonable in relation to performance.

RHINELANDER PAPER

Rhinelander Paper Company, Rhinelander, Wisconsin Subsidiary of St. Regis Paper Company



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A manikin stops traffic in Mississippi

A colorful manikin attracts attention from a disant highway to the Florence-Charles Pecan Specialties store on the limits of Gulfport, Mississippi. This firm, owned by Florence and Charles Olney, has a high reputation for quality pralines and other Creole confections. But tourists need some assistance in finding their way as the store is off on a service road paralleling busy U. S. 90, with a wide belt of parkway landscaping intervening.

Sales formerly were made from a small shop at the corner of the property. This attracted little attention from the highway below. Then the front of the house was remodelled, fitting the porch with wide sweeping stairs ornamented with wrought iron pillars and railings.

Centered on a landing is "Aunt Jenny", her chocolate face and bright red and yellow garb in clear contrast to the pastel tones of the building behind her. Jenny has been a trademark of the Florence-Charles firm for years, but never so clearly visible from the highway. Her elevation caused an immediate increase in traffic from off the parkway.

Jenny is slightly more than lifesize. Her body is a dressmaker's dummy, her head is canvas shaped over a wire frame. She has a change of clothing so one outfit can be washed, starched and ironed while the other is in use.

A replica of Jenny is on the neon sign at the edge of the service road, but this is visible to good effect only along this secondary road. What really gets 'em is the expectant, welcoming figure always waiting on the stair landing! Motorists actually turn off the parkway for a closer look "just to see if she's real"!

CALENDAR

August 11-13; Western Packaging & Materials Handling Exposition, Civic Auditorium, San Francisco August 12; Chicago Candy Production Club Golf Outing, Elmhurst Country Club, Elmhurst, Ill. August 12; Chicago Candy Production Club All-Indus-

try Golf Tournament, Chicago

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August 24-27; Boston Candy Show, Bostom, Mass.
August 24-27; National Fancy Foods & Confections
Show, Waldorf-Astoria Hotel, New York City

August 27; New England Retail Confectioners Association, dinner meeting, Red Coach Grill, Boston, Mass. August 30; Southwestern Candy Salesman's Association, luncheon meeting, Dallas, Texas

September 1; Denver Mile Hi Candy Club, breakfast meting, Denver Athletic Club, Denver, Colo.

September 13; Carolina Confectionery Salesmen's Club, luncheon meeting, Charlotte, N. C.

September 16; Chicago section AACT. Inland Sugar factory plant tour. Inland Sugar office, Chicago

September 18; Philadelphia AACT Sanitation Meeting, Philadelphia.

September 21-24; Philadelphia Candy Show, Benjamin Franklin Hotel, Philadelphia

October 13-15; National Packaging Forum, Edgewater Beach Hotel, Chicago.

December 13; National Food Sales Conference, Chicago, Ill.

1959

January 21 & 22; Manufacturing Confectioner Traffic Conference, Semi-Annual Meeting, New York City June 7-11; National Confectioners Assn., Hilton Hotel, Chicago, Ill.

CANDY PACKAGING

Published bi-monthly by

THE MANUFACTURING CONFECTIONER PUBLISHING CO.

418 NO. AUSTIN BLVD. OAK PARK, ILLINOIS

Publishers of
THE MANUFACTURING CONFECTIONER
THE CANDY BUYER'S DIRECTORY
THE PURCHASING EXECUTIVES BLUE BOOK

Publisher

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Box 115, Glen Rock, N. J.

Allen R. Allured New York City Telephone BOwling Green 9-8976

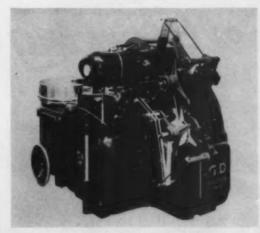
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AUGUST

Vol. 18, No. 4

1958





For high-speed twist wrapping of hard form square or rectangular shaped candies.



Double end twist wrap 400-450 speed range per minute. From 320 to 380 Speed range on bunch fold.



SUPERMATIC PACKAGING CORP 1460 Chestnut St. Hillside, New Jersey

BENEDICT R MARFUGGI Vice President - alex Manager



Self-Locking cushion Cartons

Pack your candy Easter eggs in genuine egg cartons and watch sales jump out of the bulk class. You'll get better acceptance... bigger volume... sweeter profits per dozen when you pack in regular or miniature Self-Locking Super Cushion Cartons. Stock or special designs, samples and prices available on request. Write, wire or phone.

GENERAL PACKAGE DIVISION

Diamond Gardner Corporation - 585 E. Illinois St., Chicago 11, Illinois

diamond agrdner Facemaker in

Complete mechanization available for volume users. Leased equipment with return privileges; write direct.

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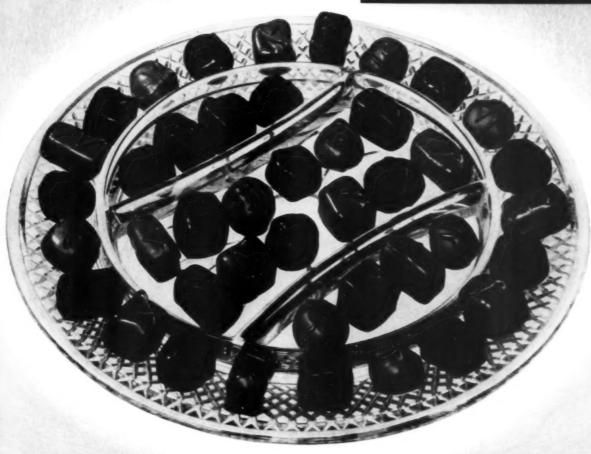


For your fine candies

quality Chocolate Coatings

To complement your fine candies -Ambrosia FOOD OF THE GODS quality Chocolate Coatings -Milks, Vanillas, Bitter Sweets, and Fondant types.





Latini's Proven Profit Maker

225 Pops Formed & Wrapped
Per Minute

Low labor cost pop operation—one operator does work of 4 people.

The wrapped pops go right through for cooling, then packing.

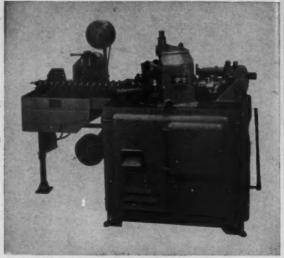
There is no handling, chipping, breaking, etc.-

Die pop is free of fins-eliminating scrap.

Positive stick insertion—all straight and true.

Weight of pop is variable without change of dies.

Sandwich wrap saves up to 50% of other type wraps.



WITH CONTINUOUS WRAPPING ATTACHMENT



Hohberger Continuous Hard Candy Cutter

Waffles, pillows, chips, or straws. Up to 150 feet per minute. Perfect sealing on filled pieces.



The Latini Sander

Guaranteed to properly sand the full output of a moguli Enlarged steaming chamber. Non-corrosive metals wherever steam and sugar meet.



Berks Mixer

The Berks Mixer incorporates color and flavor and kneads the candy the same as by hand. No discoloration. Over 50 users with from one to fifteen units—over 160 in operation.



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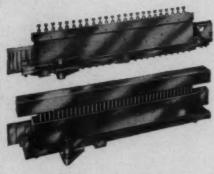
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Hohberger Cream Machine

Up to 2,000 pounds per hour. Straight sugar or with any amount of carn syrup.



Mill River Pump Bars

Faster, better, and more accurate due to precision workmanship. Water-sealed — Sanitary — No Grooves — No Washers. Available in all sizes.

Single, double, triple and quadruple row for all depositors.

Also available — Special Chocolate Pump Bars — Sanitary Stainless Steel Hoppers.

SPECIAL NOTICE

Pump Bars Available To Satisfy Offset Impressions.



Hohberger Continuous Ball Machine

Up to 1,200 lbs. per hour. Forms filled or plain balls, unusual shapes and sunbeam starlights.

John Sheffman, Inc.

152 WEST 42nd STREET

NEW YORK 36, N. Y.

liquor, high melting point fat (113°F) and emulsifiers. The peanuts were mixed in this melted chocolate on the basis of 75 percent chocolate to 25 percent peanuts, and the mixture was molded into one-ounce bars. The one-ounce bars were individually wrapped in cellophane and put into 100°F storage for storage studies. A panel of 20 people taste tested these and graded them on the following nine point quality scale:

TABLE I - Quality Scale

1 2 3 4 5 6 7 8 9

Extremely Very Poor Below fair Fair Below good Good Very ExcelPoor Poor Above poor Above fair Good leat

The following are the initial results and the results after three and six months storage at 100°F:

TABLE II

			Ratin	ng after
			3 Mos. Stor. at 100°F.	6 Mos. Stor. at 100°F.
With coated peanuts	20	7.0	6.5	5.6
With uncoated peanuts	20	7.6	5.0	Very rancid; Not tested.

After three months storage, 12 of the panel remarked that the bars with the uncoated peanuts tasted old, stale or rancid. Afer three month storage at 100°F, the drop in rating of the chocolate containing the coated peanuts is too small to be significant. After six months at 100°F storage, the drop was significant, but the bars were still in the acceptable range.

Roasted almond pieces were coated with approximately one percent of the combination coating. Both coated and uncoated almonds were mixed with the sweet enriched chocolate as used in the rations, on the basis of 80 percent chocolate to 20 percent almonds, and the mixture was molded into one-ounce bars. Part was stored at 70°F and part at 100°F. Based on the nine point quality scale, a panel of 20 testers graded those stored at 100°F as follows:

TABLE III

			Ratin		
Bars with	No. of Testers		3 Mos. Stor at 100°F.	6 Mos. Stor. at 100°F.	Difference
Coated almonds	20	6.1	5.9	6.2	Not Significant.
Uncoated almonds	20	6.7	4.9	Very rancid; Not tested.	

Based on the same scale, a panel of 20 testers graded those stored at 70°F as follows:

TABLE IV

			Rating after			
Bars with	No. of Testers			18 Mos. Stor. at 70°F	2 years Stor. at 70°F.	
Coated almonds	20	6.1	5.3	6.8	5.9	
Uncoated almond	ls 20	6.7	4.5	4.0	Not tested.	

In both storage tests, the bars with the coated almond pieces showed unusual stability. After three months at 100°F and after one year at 70°F, the bars with the uncoated almonds were unacceptable. Apparently a gradual deterioration had occurred, and at some time before they were tested

Here's that "Extra Something" You've Been Looking for

TO IMPROVE CHOCOLATE FLAVOR

MIL-LAIT

Adds "Sell" - because All America Loves It



Millions of dollars in chocolate sales have proved the taste that America likes best . a rich, distinctive milk flavor MIL-LAIT gives you this much sought after flavor with the additional advantages of flavor control and excellent shelf life. Only a small amount of MIL-LAIT, replacing part of your regular milk powder, will produce the characteristic flavor which has become the success mark of large manufacturers.

Direct Service and Technical Assistance



DAIRYLAND FOOD LABORATORIES, INC.



CHOCOLATE COATINGS

LIQUORS & POWDERS

HOOTON CHOCOLATE CO.

Fine Chocolate Since 1897 NEWARK 7 NEW JERSEY

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they had probably become unacceptable. The bars with the coated almonds showed practically no deterioration after six months storage at 100°F and

after two years storage at 70°F.

Both coated and uncoated almond pieces were mixed in honey nougat, and both mixtures were stored at 100°F and at room temperature. There were several days during the first six months and many days over the two-year period when the room temperature was 90°F or above. Unfortunately, the honey nougat was not stored in tight containers, and the resulting drying of the nougat caused some down grading in the taste testing.

Those nougats stored at 100°F graded as follows:

TABLE V					
Honey Nougat	No. of	Initial		Rating afte	er
with	Testers	Rating	2 mos.	3 mos.	6 mos.
Coated almonds	20	7.2	6.5	5.9	6.7
Uncoated almond	s 20	7.2	6.0	4.5	Not tested.

The honey nougat containing uncoated almonds deteriorated steadily while that containing the coated almonds retained a high rating after six months

The honey nougat stored at room temperature rated as follows:

		TABLE	VI		
Honey Nougat	No. of	Initial		Rating afte	er
with	Testers	Rating	3 mos.	6 mos.	2 years
Coated almonds	20	7.2	6.3	6.9	6.4
Uncoated almone	ds 20	7.2	6.6	5.7	Too rancid

The honey nougat containing the uncoated almonds deteriorated steadily. After six months at room temperature, nine of the 20 testers commented on rancidity. The honey nougat containing the coated almonds maintained a very high rating after

two years storage.

It is evident from the variety and length of tests which have been made (only part of which have been described in this article) that a coating has been developed for nuts and peanuts which will greatly prolong the shelf life of the coated nuts and peanuts alone or when incorporated into chocolate and confections.

Two additional advantages of the coated nuts and peanuts were noted. First, when the coating is applied in the liquid form to the nuts or peanuts, all of the very fine particles and small pieces are suspended in the liquid; and as the coating dries, these particles adhere to the nuts. Due to the physical characteristics of the coating, the coated nuts or peanuts have a bright attractive appearance. Secondly, the coating gives a finish that is hard yet flexible and that will not chip; thus any dusting caused by rubbing or breaking in handling is practically eliminated. This elimination alone of the fine particles on nut pieces in shipping or in plant handling is important.

From the experimental data accumulated to date, it is evident that the application of this coating to walnuts, pecans and other tree nuts which are normally used without roasting, at the time of shelling, would greatly prolong their shelf life and allow for higher storage temperatures.

SUMMARY

1. The shelf life of tree nuts and peanuts, and products containing them, is limited due to the development of rancidity, staleness and sogginess.

2. A protective coating which is both edible and nutritive has been developed. This coating, when applied to nuts or peanuts, retards the transfer of oil from the nut and the transfer of moisture and air into the nut.

3. Storage studies on coated pecans, almonds, English walnuts, black walnuts and peanuts compared with uncoated samples proved that the coating extended the shelf life by several months.

4. Storage studies on chocolate bars containing coated and uncoated almonds or peanuts and on honey nougat containing coated and uncoated almond pieces proved that those containing the coated almonds or peanuts had a much longer shelf life than those containing the uncoated.

5. The coating was found to have the additional advantages in that it improves the appearance of the nuts or peanuts and also practically eliminates the fine particles in the nut meats which are caused by handling.

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National Sugar Refining Company has opened a liquid sugar plant and distribution facility in Cincinnati to serve the surrounding industrial territory in Southern Indiana, Ohio and Northern Kentucky. The plant will receive bulk granulated sugars from the firms refineries, and convert it to liquid sugar and invert syrups for tank car and truck delivery.

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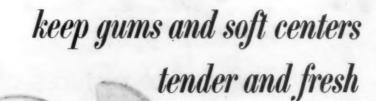
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Use Rex or Globe corn syrups. The outstanding moisture retention of these two corn syrups prolongs freshness and extends shelf life in marshmallows, gums, soft center fillings. Candy colors hold their brightness and appeal longer too—because Rex and Globe resist heat and acid color changes better than other sweeteners.

Production is made easier with Rex or Globe

-a wide range of viscosities is available to
meet specific pumping and pouring conditions.

For complete technical details on how Rex or Globe can be adapted to your production requirements, contact our nearest sales office or write direct.

REX* and GLOBE* corn syrups

Fine products for the Confectionery Industry: CERELOSE® dextrose sugar. REX® and GLOBE® corn syrups. BUFFALO® and HUDSON RIVER® starches.



CORN PRODUCTS SALES COMPANY . 17 Battery Place, New York 4, N. Y.

The use of pictures of candymaking has proven to be a very effective advertising technique

ictures of candymaking attract people", says Peter Kloston, owner of Betty Jane Candies, Dubuque, Iowa. To back up this theory he has done some unusual promotional work with pictures of his kitchen that have run in full-page newspaper ads.

Typical of the sort of ad used by Betty Jane Candies is the one reproduced on the opposite page, used during the Easter season of 1958. The photographs in this ad show some of the steps in making chocolate bunnies and eggs and at the same time introduce Mr. Kloston, members of his family and his employees.

Written with considerable humor, the ad is entertaining to any reader, and tells the "home made quality" story unusually well. The theme of the advertisement is that the Easter Burny has chosen Betty Jane as headquarters for his Dubuqueland Workshop because their experts make eggs "just exactly as the bunny wants them." Employees in the photographs are shown at work and the caption describes what they are doing and introduces them.

"The Bunnies' Helpers", "The Bunnies' Buddies", "The Professor", and "The Students" are some of the picture titles. "The Professor" is Peter Kloston himself shown decorating a giant egg. "The Students" are some of Mr. Kloston's relatives who

learned the art from the "Professor".

Along with this institutional advertising which concentrates on quality and establishing a personality for Betty Jane Candies, the ad also carries an announcement for free gifts to be given away by a drawing. They include a \$35 chocolate basket filled with candies, a \$20.00 Easter Heart, a 36 inch plush rabbit and a \$20.00 Easter Egg packed with chocolates and chocolate covered nuts. A good photo at the bottom of the ad shows this \$20.00 egg along with two other Easter items and the caption titled "The Finished Product" tells that these and similar items are priced from \$1.25 to \$20.00 in ten different sizes.

This ad, as well as similar prestige ads which preceded it have brought Mr. Kloston a 200% boost in holiday sales. He has estimated ten times more readership for his picture ads than for ordinary ads. "I know for a certainty our store is bound to be mentioned whenever the subject of fine candies comes up", says Mr. Kloston. He, therefore, claims, "Newspaper advertising on this scale is expensive; however, I feel it is the most productive advertising, dollar for dollar, we have ever used."





Yes, the Easter Bunny smiles as he says, "Happy Easter to All Dubuqueland." For at the Betty Jane Candy Store he has found willing and expert workers for the past 20 years, to help him prepare your Easter Eggs and Easter Baskets, and the finest of materials with which to make them. Is it a wender then that he has chosen Betty Jane as his Haadquarters for his Dubuqueland Workshop?



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THE BUNNIES' HELPERS

egs and rabbits are seeded at our store right here in Dubaque. In here photograph you see Mrs. Circumes Frensen (at the inft), and Mrs. Rest Silling the egg models with the theest mile chomists. The is Resery rails them Lin and Manel.



THE BUNNIES' HELPERS



THE PROFESSOR

Mr. Poler Kleston founded the Betty Jane Candy Store 20 years ago. He

Manhattan Straw Baskets

The Earler Bunny has been very coreful so as to include a size for everyone's need. We invite you be examine our measure disposy's beautiful baskets. Compare not only the reconnells price, but notice that behind the bountful colored pear, the checotion encerties and the penned again or of the highest quality. This high quality merchandize is on exclusive of Betty Jans. ... so why must end fear with trying to fill your own baskets! We've filled laundrads. ... let our experience be your orderings.

Kiddie Baskets 50c to \$5,00 Family Baskets \$6.00 to \$12.50



This \$35,00 Busket Will Be Given Away FREE . . Register Office

CHOCOLATE BASKETS

They are made \$1.85 to \$9.00 es.



THE STUDENTS

Betty Jane Candies

Disi 2-4164

Look at These Beautiful FREE GIFTS!

Just for You

1---\$35.00 BASKET

1--- \$20.00 EASTER HEART

1---\$20.00 EASTER EGG

1--36" PLUSH RABBIT

These Prizes As Listed Above WIR Se Given Away Absolutely FREE y. April 5, at 5:30 P. M.



THE BUNNIES' BUDDIES

es are now packed to repacity with chorolote reared note. Above you see the Bunny praising and these forces for a list well done.



THE SISTERS

he descreted top half is now put in place, and sectored with a soutiful bow. The ledies showing their delight in helping this my bunny are Jennotte Rusch (at left), and her sister Mary



The Finished Product

The Large Egg in the Above Photo Will Be Given Away FREE . . . Register Often!

\$125 to \$2000

NAMES WRITTEN ON ALL BOOS FREE



Visit Our Other Easter Quarters at 2396

Central Ave.

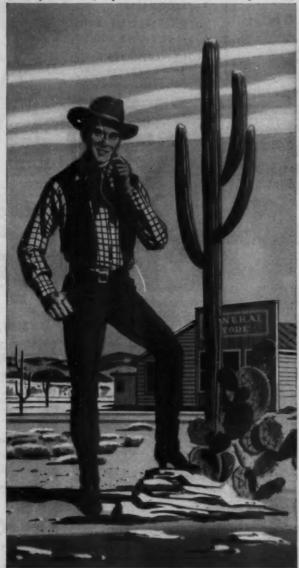
This new store will remain open 'NE MINE such night smill

OPEN TODAY, HDAY, MARCH 23 AT 1:00 P.M.

2396 Cantral

What Candy Makers Should Know About The Desert

(or any other hot, dry climate where their candy is sold)





How the unique All-Weather humectant properties of Sweetose Syrup extend shelf life, keep candies

Always Fresh...Never Too Dry

No matter in what section of the country you sell your candies, no matter how extreme or how changeable the weather—whether hot, damp, dry or cold—you can improve and stabilize the overall quality of your bars, creams, marshmallows, gums and caramels—when you use Sweetose Syrup.

For the narrow humectant range of Sweetose, the original enzyme-converted corn syrup, assures a controlled, just-right moisture balance through a wide range of humidities and temperatures.

What's more, you'll find Sweetose far easier to work with. Easier handling, quicker cooking, faster whipping, less stringing, are just a few of the many Sweetose advantages. In addition, Sweetose improves the taste, texture and tenderness of your candies while lowering your actual sweetener costs.

Find out how you can "humidity-proof" your candy to resist changing climatic conditions. Cash in on the bigger profits and expanded distribution that improved quality and longer shelf life bring. For additional information, call your Staley Representative at the branch office nearest you, or write to...



A. E. Staley Mfg. Co., Decatur, Illinois Branch Offices: Atlanta · Boston · Chicago · Clevelend · Kansas City New York · Philadelphia · San Francisco · St. Louie

Sweetose
THE ORIGINAL ENZYME-CONVERTED CORN SYRUP

Candy

The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus availing themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of The MANU-FACTURING CONFECTIONER.

Summer Candies

CODE 8A8

Summer Assortment 12 ozs.-75€

(Purchased in a Department store, Chicago, Illinois)

Appearance of Package: Good. Container: Oblong box, one layer type, printed in dark green. Name printed in white. Cellulose wrapper.

Appearance of box on opening: Good Piece: Piece is a honeycomb hard candy

chip, sugared. Colors: Good. Texture: Good. Sugaring: Good. Flavors. Good.

Remarks: A very good eating piece. Should be a good number for the hot

> CODE 8B8 **BRAZIL NUT FUDGE**

14 ozs.-No price stated (Purchased in a gift shop, Butler, Pa.

Appearance of Package: Good Container: Slab of chocolate fudge on a thick card board, cellulose wrapper printed in red, white and yellow. Imprint of small child in color.

Fudge:

Color: Good. Texture: Tough. Taste: Fair.

Remarks: Suggest formula be checked as fudge is too chewy and lacks flavor.

> CODE 8C8 VANILLA BRAZIL NUT FUDGE

14 ozs.-No price stated (Purchased in a gift shop, Louisville, Ky.)

Appearance of Package: Good

Container: Slab of vanilla brazil nut fudge on a thick cardboard, cellulose wrapper printed in brown, white and

Fudge:

Color: Good.

Texture: Hard and tough.

Taste: Fair.

Remarks: Fudge had a strong taste, as if the nuts were old. Suggest formula be checked as fudge was chewy, also hard.

CODE 8D8 **COCONUT CLUSTERS**

6ozs.-49€

(Purchased in a gift shop, Fremont, Ohio)

Appearance of Package: Good. Container: Folding box, oblong shape, window on top and front side. Printed in red.

Kisses:

Light Chocolate Color: Good.

Texture: Good. Taste: Fair.

Coconut: Good.

Remarks: At this price, a better grade of chocolate could be used. Coconut could be toasted a little more to improve the flavor.

CODE 8J8 HARD CANDY DROPS FRUIT FLAVORS

10 ozs.-39€

(Purchased in a chain drug store,

Chicago, Ill.) Appearance of Package: Good.

Container: Round tin, friction top. Printed in black, red, green and yellow. Imprint of drops in colors.

Drops: Color: Good. Texture: Good.

Flavors: Good.

Remarks: A good eating hard candy fruit drop, one of the best we have examined this year.

Code 2L8 **Peanut Butter Filled Ribbon Candy** 1 lb.-69€

(Purchased in a chain drug store, Chicago, Ill.)

Appearance of Package: Good Container: Oblong box, top printed in blue, red, brown and white. Imprint of piece in color. Cellulose wrapper.

Candy Clinic Schedule For the Year

JANUARY-Holiday Packages; Hard Candies FEBRUARY-Chewy Candies; Caramels; Brittles MARCH-Assorted Chocolates up to \$1.15 APRIL-\$1.20 and up Chocolates; Chocolate Bars MAY-Easter Candies; Cordial Cherries JUNE-Marshmallows; Fudge **AUGUST-Summer Candies** SEPTEMBER-Uncoated & Summer Coated Bars OCTOBER-Salted Nuts; Gums & Jellies NOVEMBER-Panned Goods; 1¢ Pieces DECEMBER-Best Packages and Items of Each Type Considered During the Year.

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 St. Louis

candies

SYRUP

ctioner for August 1958 - 45

for Better Marshmallows

the SAVAGE BEATER

.... IS YOUR ANSWER. The Savage latest improved sanitary marshmallow benter is constructed with stainless steel tank, shaft, paddles and breaker bars—100% sanitary. This beater is considered



standard by manufacturers. Built for strength and durability, it assures perfect manipulation of each batch. Hundreds of users in the United States and foreign countries prefer the Savage Beater for its economy in operation and performance in production, because it saves time, space, and operating cost. Four 200 pound Savage Beaters will supply a mogul for continuous operation.

THE FIRST COST IS THE LAST COST

- Unexcelled for volume and lightness
- Stainless construction—100% sanitary
- No corners for contamination
- Outside stuffing boxes-no leakage possible
- Maximum beating for volume
- Faster heat discharge from batch
- Creates volume suction of cold air
- Larger water jacket for quick cooling
- 6" outlet valve for quick emptying
- Less power needed with roller bearings
- Large two piece air vent-sanitary
- Direct motor drive
- Sizes available: 150 lb. or 80 gal. capacity

200 lb. or 110 gal. capacity

SAVAGE oval type marshmallow beater also manufactured with stainless water jacket, galvanized cast iron heads, paddles and breaker bars.

SAVAGE BROS. CO.

2638 Gladys Ave.

Chicago 12, Ill.



Appearance of Box on Opening: Cool Ribbon Candy:

Color: Good Molding: Good Gloss: Good

Peanut Butter: Good
Remarks: A very good eating ribbon candy; very well made and cheaply price at 69c the pound.

CODE 8N8 CHEWS

5¼ ozs.—31¢ (Purchased in a chain drug store, Chicago, Ill.)

Appearance of Package: Good.

Container: Folding box, oblong shape, printed cellulose wrapper, yellow, red. brown and blue. Imprint of chews in color.

Chews:

Light Coating: Fair. Center:

Color: Good.

Texture: Good.
Taste: Lacked flavor.

Remarks: A good eating chew but lacked flavor.

CODE 8K8 BUTTERSCOTCH PUFFS

S

3½ ozs.—25∉ (Purchased in a chain drug store, Chicago, Ill.)

Appearance of Package: Good.

Container: Cellulose bag printed in red and yellow.

Color: Good.

Texture: Good. Flavor: Poor.

Remarks: Suggest flavor be checked as it is not up to standard.

LININGS

For corn syrup, liquid sugar, oils and other liquid ingredients. 100% sanitary, prevents corrosion, contamination, and greatly extends tank life. These coatings reduce maintenance time and expense substantially. We are experienced applicators of all types of Vinyl, Epoxy, Phenolic and Concrete coatings.

NATIONAL COATINGS CORPORATION

340 No. Central Ave. Chicago 44, III. PH. ES-9-6625 CODE 8H8
WILD CHERRY DROPS
5 ozs.—13€

(Purchased in a chain drug store, Chicago, Ill.)

Appearance of Fackage: Good.
Container: Folding obong box, printed in green and red. Imprint of red cherries on top.

Cherry Drops: Color: Good. Texture: Tough. Flavor: Poor.

Remarks: Suggest checking formula as piece is too tough and a very poor flavor.

CODE 8G8
HARD CANDY STICKS
5% ozs.—35¢

(Purchased in a department store, Chicago, Ill.)

Appearance of Package: Good.

Container: Oblong folding box, large oval cut in the middle. Printed in pink, white and green. Cellulose wrapper. Sticks are wrapped in cellulose. Sticks:

Colors: Good. Gloss: Fair. Texture: Good. Flavors: Good.

Remarks: One of the best hard candy stick packages we have examined this year. Cheaply priced at 35¢ for five and three quarters ozs.

CODE 8E8
ASSORTED FILLED PLASTIC
HARD CANDIES
1 lb.-49¢

(Purchased in a department store, Chicago, Ill.)

Sold in bulk: Pieces are wrapped in printed cellulose. All clear jackets. Hard Candies:

Colors: Good.
Jacket: Good.
Centers: Good.

Flavors: Good except for the red colored piece.

Remarks: A well made plastic filled piece. Suggest flavor in the red colored piece be checked as it is not up to standard. Cheaply priced at 49¢ the pound.

STANCASE
EQUIPMENT.

STAINLESS STEEL
DRUMS

MODEL 30--30 GAL
MODEL 55--55 GAL
(Covers available)
ECONOMY
EQUIPMENT

RUGGEDLY CONSTRUCTED FOR LIFE TIME WEAR.
FULLY APPROVED IN MAINTAINMENTIES.

The Standard Casing Co., Inc. 121 Spring St., New York 18, N. Y. CODE 8R8 FRUIT JELLIES

7ozs.—39¢ (Purchased in a food shop, Chicago, Ill.)

Appearance of Package: Good.

Container: Long oblong tray, cellulose wrapper, gold seal printed in green.

Cellulose printed in pink.

Colors: Good. Texture: Good. Flavor: Good.

Sugaring: Very Good.

Remarks: The best fruit jellies we have examined this year.

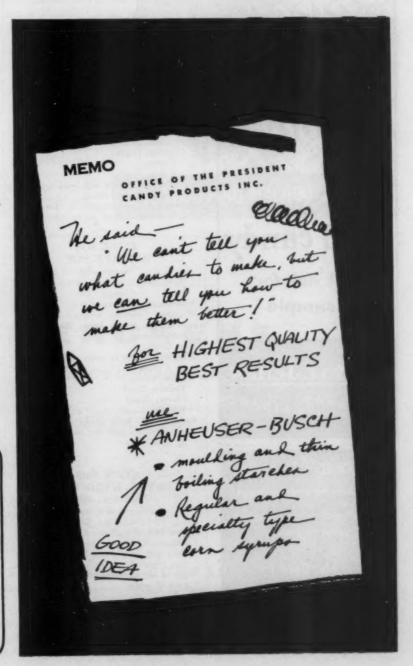
CODE 8F8 CHEWS 1 lb.-72¢

(Purchased in a department store, Chicago, Ill.)

Sold in bulk: Each piece is wrapped in a printed foil wrapper.

Chews: Color: Good. Texture: Good. Taste: Good.

Remarks: We have examined this piece a number of times and it has always been a chewey piece; this sample was grained, or is this the new way of making the candy?



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JFFS store,

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We want to give you some new



hard candy

just ask for a sample

foote & Jenks

COLORED COATINGS

Add color to your package!

Bon bon coatings in pink, green, peach, yellow and white.

> Nu Coat Bon Bon

Company

CODE 888 LICORICE FINGERS

3¾ ozs.—35¢ (Purchased in a food shop, Chicago, Ill.)

Container: Light board tray, overall paper backed foil wrapper. Outside cellulose wrapper. Foil wrapper printed in black. Fingers are wrapped in printed foil.

Appearance of Package: Fair.

Fingers:

Color: Good. Texture: Good. Flavor: Mild.

Remarks: A good eating licorice piece. Suggest again as much flavor be used as flavor is too mild for licorice.

CODE 8P8 COCONUT BALLS

81/2 ozs.-31¢

(Purchased in a chain drug store, Chicago, Ill.)

Appearance of Package: Good.
Container: Oblong folding box, printed cellulose wrapper in pink, brown, red, and blue. Imprint of balls in color.

Balls: Piece is a chocolate fudge rolled in white coconut.

Coconut: Good.

Center:

Color: Good.

Texture: Tough and hard. Taste: Lacked flavor.

Remarks: Suggest formula be checked as this is not a good eating piece.

CODE 8Q8 WHISTLE POP

¼ ozs.-5€

(Purchased in a chain grocery store, Chicago, Ill.

Appearance of Piece: Good.

Wrapper: Cellulose wrapper printed in yellow, red and blue. Tied with a rubber band.

Size: Good.

Whistle: Whistle is made of hard candy on a stick.

Color: Good. Texture: Good.

Flavor: Good.

Whistle: Good.

Remarks: A well made hard candy whistle. The best we have examined

CODE 8M8 COFFEE HARD CANDY

5½ ozs.-69€

(Purchased in a food shop, Chicago, Ill.

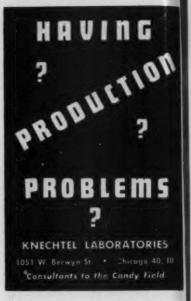
Appearance of Package: Good. Container: Container had heavy board sides and tin top and bottom. Friction top. Printed in yellow and black; pieces are wrapped in foil and a paper printed wrap.

Candies:

Color: Good. Texture: Good.

Coffee Flavor: Very mild.

Remarks: A well made piece but lacked a strong coffee flavor.



CONFECTIONERY ANALYSIS and COMPOSITION

Stroud Jordan, M.S., Ph.D. and Katheryn E. Langwill, M.S., Ph.D.

This volume, first published in 1946, is still the only published reference work on the subject of confectionery analysis. The pioneering work done by Dr. Jordan remains the standard in the field, making a sec-ond printing of his book necessary. This printing is in all respects identical to the first printing.

In assembling this volume reference is made to applicable methods. Where satisfactory methods of analysis are of general knowledge they are incorporated by reference. All specially developed methods and procedures are incorporated in detail.

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Please send me Confectionery Analysis and Composition by Dr. Stroud Jordan and Dr. Katheryn Langwill. I am enclosing \$6.00.

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E. N. Heinz Jr., heads FEMA

The Flavoring Extract Manufacturers' Association elected E. N. Heinz, Jr., vice president of Food Materials Corp., as president at the group's 49th annual convention held in Chicago from May 18-

Other new officers elected by the association are: C. P. McCormick, Jr., of McCormick & Co., Inc., first vice president; S. M. Kleinschmidt, of the Liquid Carbonic Division of General Dynamics Corp., second vice president; Dr. A. S. Wendt, of Fred Fear & Co., third vice president; Hunt P. Wilson, of Warner-Jenkinson Co., secretary.

Lloyd E. Smith, president of Virginia Dare Extract Co., was re-elected as treasurer of FEMA.

Three vacancies on the association's board of governors were filled by Robert Pulver, of H. Kohnstamm & Co., Inc.; Dr. J. H. McGlumphy, of van Ameringen-Haebler, Inc., and John R. Leitz, of The Charles E. Hires Co.

Europak - 1959

The Netherlands Packaging Exhibition will be held in Amsterdam April 21 to 28, 1959. This will be the fifth bi-annual show, and will cover over 200,000 square feet of space. The name for this exhibition is Europak-1959, in recognition of its growth into the largest show for packaging materials and machinery on the continent.

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Refined Syrups and Sugars has received the first annual Bernard M. Baruch Senior Worker Award. The company was chosen among New York State firms for its policy of hiring older workers who have acquired special skills and talents.

H. Kohnstamm & Co. has announced plans to move its executive offices from Park Place to 161 Avenue of the Americas.

Sesa-Kraft, Inc. is the new name of American Sesame Products, Inc., Texas based company dealing in American grown sesame seeds. The president is John H. Kraft, former president and chairman of Kraft Foods, Inc.

Milprint has named Walter Thompson to assistant to chief of manufacturing operations.

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FOR SALE: Simplex Gas-Fired Vacuum Cooker, 3 ft., 4 ft., 5 ft. Cream Beaters, 50 to 300 lb. Chocolate Melters, Gas Stoves, Cut Roll and Friend Cream Center Machines, Pulling Machines, York Batch Rollers, Steam Jacketed Agitating Kettles, Savage Break Back Fire Mixer, Water Cooled Slabs, Marbles, Hobart & Reed Vertical Beaters, Candy Packing Wheel, Small Revolving Pans, Copper Kettles, Guillitine Caramel Cutting Machine and other items. You will find it worth while to check our prices first. S. Z. Candy Machinery Co., 1140 N. American St., Philadelphia, Pa.

2636 Gladys Ave.

A D. Wood Automatic Mogul with 3,000 filled starch trays, 20-row Pump Bar: Currie Stacker; LP Pop Wrapper; 2 Merrow Cut-Rol Machines; 600-lb. N. E. Cooker; 34" N.E. late-style Enrober, weed very little; SFS6 Scandia Wrapper. Box 888, The MANUFACTURING CONFECTIONER.

FOR SALE

Bonus Cluster Machine Model S # 3 Savage Fire Mixers. 20 gal. Model F-6 Savage Tilting Mixers, copper kettle. 200 lb. Savage Oval Top Marshmal-

low Beaters.

200 lb. Savage Oval Top Marshmallow Beaters.
Cut-Rol Cream Center Machines.
50" two cylinder Werner Beater.
1000 lb. Werner Syrup Cooler.
200 lb. to 500 lb. Chocolate Melters.
24" and 32" N.E. Enrobers.
Simplex Gas Vacuum Cooker.
Simplex Steam Vacuum Cooker.
Savage Cream Vacuum Cooler.
600 lb. Continuous Vacuum Cooker.
Form 3 and Form 6 Hildreth and Factory Model American Pullers.
6' and 7' York Batch Rollers.
National Model AB Steel Mogul.
National Wood Starch Buck.
Bausman Twin Disc Refiner Unit.
Ball and Dayton Cream Beaters.
100 gal. Copper Mixing Kettle with Double Action Agitator.
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Chicago 12, Ill.

A.C. Depositor, stainless steel hopper; LP-3 Pop Wrapper; Hansella Plastic Machine with 10 sets of dies; 2W6 Hud-son Sharp Wrapper; Hohberger Cream Machine; Battle Creek Wrapper, Model 46, electric eye. Box 889, The MANU-FACTURING CONFECTIONER.

The MANUPACTURING CONFECTIONER'S

MACHINERY FOR SALE MACHINERY FOR SALE

EQUIPMENT FOR SALE: Due to re-cent merger, we offer for quick liquida-tion all our surplus equipment, including steel mogul, enrobers, chocolate melters, wrapping machines, high dome fondant vacuum cookers with ball beaters, steam cooking kettles all sizes, and many other items too numerous to mention. Direct inquiries solicited. No reasonable offer refused. Royal Confectionery Co., 14 Medford Street, Boston 14, Massachu-setts. EQUIPMENT FOR SALE: Due to re setts.

Gas Fire Simplex Cooker with extra kettle; Racine Roller Pop Machine; Fumigation Chamber; Forgrove Hard Candy Wrappers; Steel Mogul, stainless steel hopper; large Werner Ball Machine for ball and starlight. Box 890, The MANUFACTURING CONFECTIONER.

USED CONFECTIONERY MACHINERY for sale: 1 stainless steel packing hopper; 1 cones sifter; 1 8' batch
roller; 1 large size Hobart beater with
motor; 1 label glueing machine; 1 Thos.
Mills coconut slicer; 1 #63 National
coconut slicer with ½ H.P. motor; 1 bon
bon center forming machine; 1 small
vacuum copper cooker. 1 copper Burkhard nougat kettle with 7½ H.P. motor,
Reeves drive; 1 cream breaker and remelter; 1 coconut slicer; 1 SheffmanWolfe starch dryer; 1 National #204
M M beater. Walter Williams Candy
Co., Oklahoma City, Okla.

Complete gum ball plant, consisting 3 pans, strip cutter, B.C.H. Ball maker. Price including packing and shipment \$3000. Rose 500 Hard Candy Wrapper, reconditioned, price inclusive \$1400. For further details write: Young, 6 Argall Ave. Leyton, London E. 10, England.

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Temporary or permanent services of an experienced practical licorice man required. Reply confidential. Box 785, The

Chocolate dipper wanted. Experienced. Excellent working conditions, 90 miles from Chicago. Box 880, The MANU-FACTURING CONFECTIONER.

Chocolate pan man. State experience and salary desired. Vicinity of New Jersey. Box 881, The MANUFACTUR-ING CONFECTIONER.

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A Canadian manufacturing firm requires a technical sales and service representative to call on the food industry. A chemical engineer with experience in the confectionery industry is preferred. Position includes pension plan, hospitalization, company car.

Box 882, The MANUFACTURING CONFECTIONER.

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Esq. Available to Set up a Bubble Chewing gum Factory in Foreign countries for gum Ball or Chiclets also Chocolate Bars, Creams, Caramels and all different Candy Pan Lines. Best reference from foreign Countries and United States. — Box 585. The MANUFACTURING CONFECTIONER.

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Minimum insertion is 3 lines, at 40¢ per line, 80¢ for bold face; not subject to agency discounts.

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Advertisements of suppliers are a vital part of the industrial publication's service to its readers. The following firms are serving the readers of The Manufacturing Confectioner by placing their advertisements on its pages. The messages of these suppliers are certainly a part of the literature of the industry. Advertising space in The Manufacturing Confectioner is available only to firms supplying equipment, materials, and services for the use of confectionery manufacturers.



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